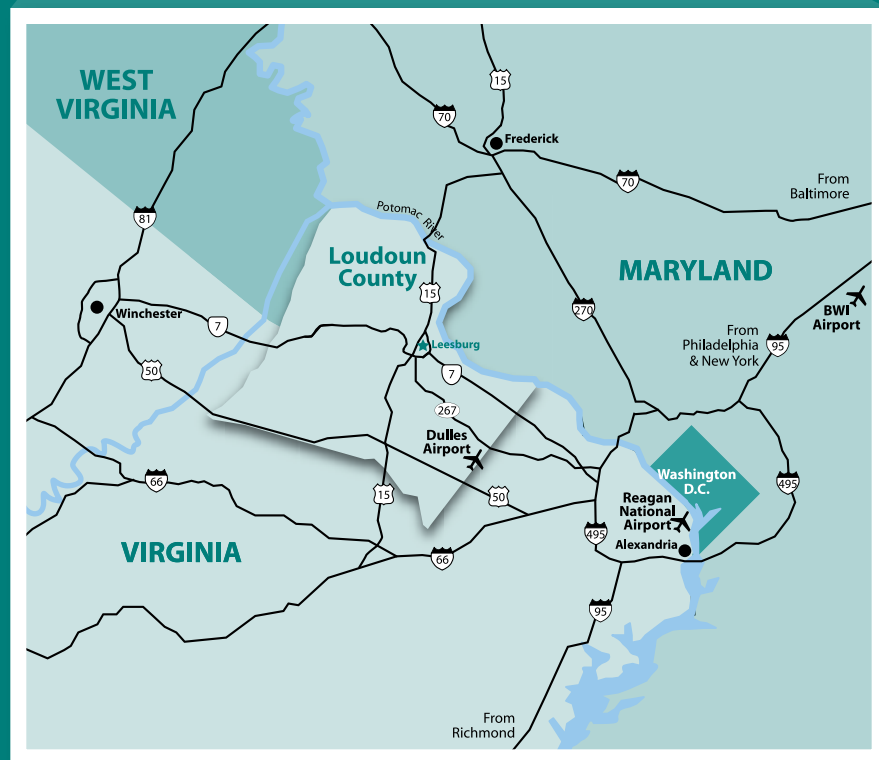




The Stories of Loudoun County



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Naturally, we hope that you will choose Loudoun for your business as well. We wonder what part of Loudoun will appeal the most to you. Will it be the countryside? The schools? Access to the world via Washington Dulles International Airport and to Washington, D.C., just 25 miles away? The entrepreneurial spirit? Or the fact that we're on the leading edge of what's next in telecommunications, life sciences, and rural economic development? Maybe it will be something that rings uniquely true for you? Most important, we want Loudoun to be more than you imagine. As you begin to consider the possibilities, we hope you'll call us or send an email to good4biz@loudoun.gov with questions or even suggestions.



For John Wood it's about building networks.

Met John Wood, the CEO of Telos Corporation. His vision is local as well as global. When Telos first moved to Loudoun, it did so to be close to an international airport and the Department of Defense. In fact, proximity to the Pentagon helped Telos win a contract to build the first secure, wireless enterprise network for the DoD in Afghanistan. That's just one example of how access has been important for John's company.

Today, John is a firm believer not just in computer networks, but in the power of people networks. That's why he chairs Loudoun's CEO Cabinet. It's a group of Loudoun County CEOs who meet regularly to help shape a successful business landscape. The business environment in Loudoun is collaborative and supportive. As John puts it, "We all have jobs to do. We all have our own companies to run. But we've made a commitment to stay in touch with each other and that's something I've never experienced anywhere else."

So for John, being in Loudoun started out about being close to his customers. Now it's that and much more. John has become, well, energized by the strong sense of community in Loudoun. "To me, it's also about all the things that make a difference for my employees: the safe and vibrant neighborhoods, the local flavor and the innovative volunteer programs at Telos. It's very clear that people in Loudoun care a great deal about quality of life. I can't put a value on that for my business." From building a communications network in Afghanistan to building CEO networks right here, Loudoun companies connect in surprising ways.



The hot buttons for John Wood: The buzzing IT and defense sectors; access to Washington, D.C., the Pentagon and the world; a chance to shape his community.

Making wine is a *passion*. Selling it is a business.

Lew Parker is the owner of Willowcroft Farm Vineyards. Willowcroft was Loudoun's first winery, but it's far from Lew's first business. You could call him a serial entrepreneur. Lew has been the catalyst behind several medical enterprises, including K2M Corporation, Pro Science and American Osteomedix. He has been active as a board member for publicly traded companies including DJO, Inc. and Interpore International. He also served as President of the North American Laboratory division of Hazelton Laboratories. Lew has launched all of his business ventures from Loudoun and he's convinced that Loudoun has the right stuff for more. "If you have an idea and the passion and energy, Loudoun will help you make it happen."

So it was with that philosophy that Lew removed the tie and jacket and got into the business of making wine. He began growing grapes in 1981 and, almost immediately, became a passionate advocate of Loudoun's rural economy. "Loudoun County's rural economy is a very important part of the county. What would New York be without Central Park? Loudoun County's rural aspects attract people to the county. That helps my business. That helps all of the businesses here."

Today there are 14 wineries in Loudoun. In the last five years acreage devoted to growing grapes grew by 200 percent. Lew appreciates the relationships he's formed with other area winemakers, and he points to high growth and access to major markets as important reasons for his success. "We get a lot of visitors. Sixty percent of our sales happen in our tasting room." This is fertile ground alright. For growing grapes and for growing a business.



The hot buttons for Lew Parker: 160,000 rural acres; the Potomac River and Blue Ridge Mountains; the fertile soil; Loudoun's business climate; a bottle of 2004 Reserve Chardonnay.





Loudoun is a hothouse for innovation.

Joe Travez and his brother, Italo, are the founders of Prototype Productions. It's a company that's in the business of inventing things, turning those inventions into precisely crafted products and then commercializing them. They've manufactured everything from smart hardware for the international space station, to surgical simulators, to one-of-a-kind security devices, to just about anything you can, or can't, think of.

When Joe and Italo moved the company to Loudoun in 1997, they saw an emerging technology landscape. Their sense was that technology was about to blossom and their instincts were right on. Says Joe, "The environment here fuels innovation. It's evolved into an innovation hothouse. And Loudoun County has the infrastructure available for small startup companies."

Between the universities, the technology companies, and the fast-growing and highly educated workforce, there's a lot of brainpower in Loudoun. Joe and Italo feel strongly about maintaining and even strengthening the connections. They are preparing to launch a nonprofit arm, Leadership for Young Minds, that is already inspiring children to dive into the fields of science and technology. Joe and Italo, who are originally from Quito, Ecuador, also bring a global perspective to Loudoun's CEO, Science & Technology and Design Cabinets. "We are a firm that invents. We need to be engaged with people in all different sectors." Prototype Productions is just one example of how Loudoun County has developed a platform upon which entrepreneurs can build. If you have an idea, we'll help you flip the switch.



The hot buttons for Joe Travez: Support from the Economic Development Department; 9 universities and colleges; the HHMI Janelia Farm Research Campus; the promise of youth.

This farm *doubles* as a tourist destination.

Say hello to Kate and Mark Zurschmeide, the owners of Great Country Farms. They bought their farm in 1993. Not only have the Zurschmeides built it into a viable agricultural business, they've also turned it into a tourist-destination family farm. There's even a new word for it in the dictionary: agritourism. Families come out, pick strawberries, blackberries, broccoli, or whatever is in season. They enjoy hayrides, visit farm animals and get to experience farm life. Says Kate, "We invite families to come out and create memories with their children that will last them a lifetime. It's a day they never forget."

Mark's family has been farming for over 35 years. For Kate it's a second career. She was director of product development for a major corporation when she fell in love with rural Loudoun. The horses, the physical beauty and the pace of life spoke to her. "Of course, we also needed to make money." With help from Loudoun County's Department of Economic Development, Great Country Farms began a program where members of the community contracted ahead of the farming season to receive a share of what the farm produces. Kate and Mark started with fewer than 50 subscribers. Today they have more than 600.

Kate still has that corporate drive. She chairs Loudoun's Rural Economic Development Council, participates on the Loudoun Convention and Visitors Association Board, and is part of the planning process that shapes who and what we are in Loudoun. "I don't know any other place where the economies from rural to town to suburban are so integrated." Great Country Farms is also a recent Small Business Award winner. In Loudoun, you can see that success breeds success.



The hot buttons for Kate: The rural landscape; a county with more than 20,000 horses; great public schools; diverse business community; giving up the rat race for pig races.



There's a freedom here that nurtures creativity.

Mary Porter has always approached life from different angles. There's her entrepreneurial side, her creative side, her teacher side, and her science and technology side, among others. The business Mary has shaped from all of these perspectives is the Curiosity Zone, a company she founded in 2004. "I'm proof positive that if you have a dream and the passion to make it come true, then Loudoun is exactly the right county for you."

Mary's vision was to create a hands-on science experience for kids. Did she ever. This is a place where children can explore, invent, learn and fall in love with the possibilities. She has plans to open Curiosity Zones across the country, but picked Loudoun for the first venture because she was convinced it was the perfect environment. "There's a commitment to science all over this county and kids can't help but see that. The schools emphasize technology. And, most importantly, I think there's a spirit permeating Loudoun that inspires people of all ages to think big and to be creative." With ninety percent of graduating seniors in Loudoun County planning to continue their education, it's clear that Mary's inquisitive spirit is shared by a lot of the youth who pass through her angular doorways.

In Loudoun County, there are nearly 7,000 companies, like the Curiosity Zone, that have fewer than 25 employees. So maybe it's time you satisfied your curiosity and explored an angle of your own in Loudoun County. We'll be here to help you.



The hot buttons for Mary: Loudoun's emphasis on education and science learning; the Loudoun School-Business Partnership; a supportive and friendly government; the little kid in all of us.

Loudoun is such a great place to grow up.

If you ever start to get nervous about the future, just think of Kritika Sharma and you'll know the world is in good hands. Kritika is a senior at Dominion High School in Loudoun County. Kritika's family threw her a curve by moving to Loudoun just before her freshman year. Ordinarily that's a hard time for kids to change schools because they've already established friends and been a part of activities in their old school. But Loudoun isn't ordinary. Going to high school here has been a great experience for Kritika.

"There is so much going on in Loudoun. So many new things. It's all so fresh." Kritika has a special interest in business. She lives in the right county. More than 400 new businesses are established in Loudoun County every year. To fuel Kritika's thirst for knowledge, Dominion High has the latest computers and technology and is staffed by teachers who challenge their kids at every level. What Dominion didn't have when Kritika arrived was a Future Business Leaders of America Chapter. So, Kritika took things into her own hands. "Two years ago, I founded the chapter for our school. I'm president. It's a great club for any student who wants a glimpse of the business world." Kritika has had the opportunity to meet with a variety of Loudoun County business owners and is well on her way to a bright future.

Loudoun County schools have a 99.3% graduation rate. The best news is that we should be able to hang on to Kritika and others like her. "I will definitely be back after college. I think there are tons of opportunities here."



The hot buttons for Kritika: The wired communities; great teachers; the opportunities to make a difference; beautiful parks; mentors; trips with friends into Washington, D.C.





For blue sky thinking it helps to have a blue sky.

In many ways, the Howard Hughes Medical Institute's new Janelia Farm Research Campus (JFRC) is the embodiment of what is possible in Loudoun County. This facility is breathtaking in its size, architecture and technological scope, and even more so for its mission. Gerry Rubin is Vice President of the Howard Hughes Medical Institute and Director of Janelia Farm. Cheryl Moore is Janelia Farm's COO.

"One mission at Janelia is to understand how the brain works. This is long-range, blue-sky biomedical research that actually begins by studying organisms like worms and flies," says Gerry. JFRC is bringing scientists together from different disciplines to work side-by-side in an environment where they can be free to do what they do best. Understanding how the brain processes information requires new kinds of microscopes and scientific tools. It's a challenge that will take decades to address.

When Gerry and Cheryl began recruiting scientists from around the world for JFRC, the scientists weren't only thinking of the incredible professional opportunity for themselves, they wanted to know about schools for their children. They learned that Loudoun's public schools are among the best anywhere, featuring cutting-edge science, math and liberal arts curricula. Gerry sees the relationship between education and business: "Loudoun County has a highly-educated, technical workforce. This county attracts very bright and creative people." More than 55 percent of Loudoun residents have bachelors degrees or higher, and the vast majority are professionally skilled in managerial or technical occupations. Drive around Loudoun. You'll see why it's such a smart place to work and live.



The hot buttons for Gerry: The collaborative research opportunities; educational environment; proximity to Washington, D.C.; the highly educated and talented workforce.

The world arrives in Loudoun 500 times a day.

Jim Bennett is the president and CEO of the Metropolitan Washington Airports Authority. He is responsible for making sure both Washington Dulles International Airport and Reagan National Airport serve the needs of the traveling public. Dulles opened in Loudoun County in 1962. In that year, the airport served 600,000 passengers. Fast forward to 2006, when approximately 23 million people passed through its gates.

Loudoun is one of the fastest growing counties in the country. Jim will tell you that Dulles has a similar story. "The airport now has over 12,000 acres of land and for a long time has been one of the fastest growing airports in the U.S." Today, Dulles is in the midst of a \$5 billion expansion. It's building additional runways and roadways, new terminal buildings, a new air traffic control tower, parking garages and a state-of-the-art underground train system, the new Aerotrain. The Airports Authority and Loudoun are working in concert to make certain that residential areas do not encroach on the airport's contours. In fact, Dulles is a model for airports around the country as to how surrounding communities should plan for the future growth of their airports. Jim also sits on the Loudoun Economic Development Commission. His leadership, guidance and insight are invaluable.

Ask Jim why he thinks Loudoun is such a vibrant business community and he can't help but be proud. "I think one of the main reasons is proximity to Dulles. We give companies the world at their doorstep." A collaborative business community and access to the global economy. Two reasons so many companies are taking off in Loudoun.



The hot buttons for Jim: The acquisition of more than 800 acres for a new runway and other airport development; membership in the Economic Development Commission; watching jets take off.





Change the world from Loudoun.

Sheila Johnson could live and work anywhere in the world. The co-founder of Black Entertainment Television, Sheila is the mother of two amazing kids, a philanthropic leader working to improve the lives of women worldwide, and an entrepreneur whose vision clearly includes Loudoun County. Of course, that's still not enough to fill up this woman's day. Sheila is also a designer, concert violinist, horse enthusiast and President and Managing Partner of the Washington Mystics, Lincoln Holdings LLC.

Sheila chose to live in Loudoun County because of its beauty and the ease of raising her family here. She's choosing to raise her business profile in Loudoun because this is a county with the right mix of beauty, history and the kind of relaxed hospitality that her new business needs. Sheila opened Market Salamander in Middleburg, Virginia, two years ago. Middleburg is one of Loudoun's seven towns and is a thriving destination for people who live in or visit the Washington area. Her market is just the beginning. Sheila is now planning the Salamander Resort and Spa on 340 acres in Middleburg. "My mother taught me at a young age to take on projects that I believe in with passion and energy." Did she ever. Sheila's vision is that Salamander Resort and Spa will be a destination for romantic getaways, and be a 5-star, 5-diamond resort that will attract top companies for retreats and meetings. "This will be a think tank for some of the most innovative minds in the country."

Sheila's dreams are like all of ours: to have a positive impact on the world, to be successful in business and to raise her kids in the best place possible. She found that spot right here amid the beauty, history and energy of Loudoun County. You can, too.



The hot buttons for Sheila: The beauty of Loudoun; giving her kids the best place to grow up; the region's equestrian community; the entrepreneurial spirit.

We'll make sure Loudoun is more than you imagine.

The mission at the Loudoun County Department of Economic Development is to make sure you can realize your vision. Larry Rosenstrauch is the Director of the department and one of his favorite assignments is to take aerial photographs of the county. "I'm not a daredevil, but when you hang out of a helicopter at 900 feet up, Loudoun's beauty is amazing. I try to bring back what I see: how green everything is, the rolling countryside and towns, the new projects under way and the interwoven nature of the landscape."

That sense of beauty and connectivity is how we want it to feel on the ground, as well. The department wants entrepreneurs in this county to know they're not alone. Whether it's connecting business start-ups to the Small Business Development Center or inviting companies to participate in one of the partnerships we've formed, an important part of the mission is to introduce business leaders to one another. That's one of the aims of our various community partnerships: The Economic Development Commission, the Rural Economic Development Council, the Design Cabinet, the Science & Technology Cabinet and the CEO Cabinet. "We are fortunate to be in a county where business leaders have made a commitment to contribute their time, ideas and energy for the collective good," explains Larry.

Loudoun County is seven towns, eleven villages, more than a dozen planned communities, and hundreds of acres of countryside and so much more than you can imagine. Each area has its unique characteristics, yet each provides the nutrients for businesses to take root and grow. Loudoun is ready to help. "We want you to locate your business where it has the best chance to succeed. We're committed to making Loudoun the kind of business climate where so many different kinds of businesses can flourish. To learn more, call me at 703-777-0426 or write to good4biz@loudoun.gov. On behalf of our team of public and private leaders, thanks for reading the stories of some of Loudoun's best."



The hot buttons for Larry: The beauty and diversity of the geography; the partnerships we're building; outdoor music events; enjoying Loudoun's restaurants with friends.

